



BETAH ASSOCIATES

At the Heart of Communications and Communities™



ADVERTISING & INTEGRATED MARKETING SOLUTIONS (AIMS)

CONTRACT NUMBER GS-23F-0261M

GSA Advantage!®



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BETAH ASSOCIATES

GENERAL SERVICES ADMINISTRATION AUTHORIZED FEDERAL SUPPLY SERVICE SCHEDULE PRICE LIST

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The INTERNET address for GSA Advantage! is: www.GSAAdvantage.gov.

ADVERTISING AND INTEGRATED MARKETING SOLUTIONS (AIMS)

FSC Classes: **541-1, 541-2, , 541-3, 541-4A, 541-4B, 541-4D, 541-4F, 541-5, 541-1000**
Contract Number: **GS-23F-0261M**
Solicitation Number: **FCXA-M2-030001-B**
Modification Number: **PO-0017 effective July 1, 2013**

For more information on ordering from Federal Supply Schedules, click on the FSS Schedules button at <http://www.fss.gsa.gov>.

Contract Period:	July 31, 2002 – July 31, 2017
Contractor's Name:	BETAH Associates, Inc.
Contractor's Address:	801 Roeder Road, Suite 775 Silver Spring, MD 20910
Contract Administrator:	Eppie O. Hankins
Phone Number:	(301) 657-4254, ext. 313
Fax Number:	(301) 657-4258
Business Size:	Woman-Owned, Small Business
Web Site:	www.betah.com

INFORMATION FOR ORDERING ACTIVITIES

- 1a-b. See Price List and Table of Contents.
2. Maximum Order Limitation: \$1,000,000.00. (Orders may exceed this amount, however. This is the threshold at which ordering activities may seek a price reduction.)
 3. Minimum Order: \$100.00.
 4. Geographic Coverage (delivery area): All geographic areas.
 5. Point(s) of Production. As negotiated in orders, see facilities listing under Item 21.
 6. Discount from List Prices or Statement of Net Price. A "Spot Reduction Discount" may be negotiated for orders over the maximum order value.
 7. Quantity Discounts: None.
 8. Prompt Payment Terms. Net 30 days; 0.5 percent for payments received within 10 days of receipt of invoice. Prompt payment discount does not apply to purchases using the Government Commercial Credit Card.
 - 9a. Government Commercial Credit Card: Accepted.



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- 9b. Government Commercial Credit Card is accepted above the micro-purchase level. Prompt payment discount does not apply to purchases using the Government Commercial Credit Card.
10. Foreign Items (list items by country of origin): None.
- 11a. Time of Delivery: As negotiated in order.
- 11b. Expedited Delivery: As negotiated in order.
- 11c. Overnight and 2-day Delivery: As negotiated in order.
- 11d. Urgent Requirements: As negotiated in order.
12. F.O.B. Point(s): Destination CONUS. For CONUS, F.O.B. point is closest U.S. shipping point.
13. Ordering Address(es): BETAH Associates, Inc.
Attn: AIMS Orders
801 Roeder Road, Suite 775, Silver Spring, MD 20910
Fax: (301) 657-4258
Email: info@betah.com
14. Payment Address(es): BETAH Associates, Inc.
Attn: AIMS Receivables
801 Roeder Road, Suite 775
Silver Spring, MD 20910
15. Warranty Provision: Customer acceptance of complete performance.
16. Export Packing Charges: TBD.
17. Terms and Conditions of Government Commercial Credit Card Acceptance: Applicable and determined on a case-by-case basis.
18. Terms and conditions of rental, maintenance, and repair: N/A.
19. Terms and conditions of installation: N/A.
20. Terms and conditions of repair parts indicating date of parts, price lists, and any discounts from list prices: N/A.
- 20a. Terms and conditions for any other services (if applicable): TBD.
21. List of services and distribution points (if applicable).
Address(es): 801 Roeder Road
Suite 775
Silver Spring, MD 20910
22. List of participating dealers (if applicable): N/A.
23. Preventive maintenance (if applicable): N/A.
24. Year 2000 (Y2K) compliant: Yes.
25. Environmental attributes (e.g., recycled contents, energy efficiency, and/or reduced pollutants): As negotiated in each order.
26. Data Universal Number System (DUNS) Number: 802894832.
27. BETAH Associates, Inc. has registered in the Central Contractor Registration (CCR) database.



ADVERTISING AND INTEGRATED MARKETING SOLUTIONS

BETAH Associates, Inc. (BETAH) is a communications, consulting, and outreach firm with more than a decade of experience assisting public and private sector clients with market research, public relations, and media outreach initiatives. BETAH helps clients tap into their targeted audience, develop audience-appropriate messages, and shape presentation and delivery to maximize outreach and impact. BETAH also assists clients to promote programs and disseminate public policy or educational materials.

Since its founding, BETAH has successfully launched media and outreach campaigns using a variety of media. As a minority woman-owned small business, BETAH has special expertise in reaching underserved populations using traditional and nontraditional methods.

BETAH will design research surveys, conduct telemarketing campaigns, analyze the findings, and release the information through press releases, PSAs, videotape, or electronic media. For clients who prefer face-to-face marketing or engage others to conduct their business, BETAH can plan and conduct events that include meetings, press conferences, trade shows and conferences.

THE BETAH TEAM

In a world that demands quick responses to evolving client needs, BETAH delivers. BETAH does so by:

- Partnering with the client to understand the programmatic objective or challenge.
- Using this information to customize the solution and develop the plan of action.
- Maintaining a team of skilled, experienced and responsive marketing, media, and information professionals.
- Implementing predetermined action steps and ensuring their completion.

BETAH places special emphasis on understanding our clients' requirements, developing appropriate solutions, troubleshooting, and anticipating changes. Knowledgeable, professional staff with strong interpersonal skills and solid expertise in their fields lead assigned projects from inception to completion. They bring to each client project their collective wisdom, combining corporate and personal work experience with "best practice" innovations.

BETAH places quality, customer satisfaction, and repeat business ahead of the commercial aspects of our client relationships. Client success is BETAH's success!

ADVERTISING SERVICES (SIN 541-1)

Through skillful design and artful messaging, BETAH can develop advertising campaigns with tailored materials and products to communicate key messages. BETAH understands that message development is most successful when an organization fully understands its key audiences. To that end, BETAH's advertising campaigns begin with obtaining a clear definition of the target audience. BETAH has produced ads for print and broadcast media.

Approach

- Conduct audience research.
- Select appropriate media (print, broadcast, electronic, or in person).
- Determine effective tools (ad, brochure, newsletter, etc.).
- Script message to provide information, enlist audience support, and cause desired action.
- Assemble team to design graphics and manage production.

Benefits

- Experience uniting the message to the medium and the audience.
- Compelling creative products.
- Coordination of comprehensive campaigns
- A single vendor contact to manage all aspects of production and distribution.
- Staff knowledgeable about government clearance procedures.



PUBLIC RELATIONS SERVICES (SIN 541-2)

Press releases and news conferences are only as good as the media coverage they generate. BETAH assists clients with developing media messages that are relevant and timely and that place them before news desk editors, editorial boards, and assignment editors. BETAH also develops strategies for securing media attention that include speech writing, press conferences, media interviews, article placements in appropriate trade journals or newspapers, or satellite media tours.

Approach

- Work with client to refine and articulate the message to increase its newsworthiness.
- Suggest timing, placement, and format to ensure greatest coverage by suitable media.
- Disseminate materials widely and follow with pitch calls.
- Conduct post-event follow-up to document quality and extent of coverage.

Benefits

- Access to skilled media relations professionals.
- Working with staff experienced in promoting a wide range of issues and causes.
- Access to ghost writers and subject matter experts who can develop written products.
- Quality and targeted products.

WEB BASED MARKETING SERVICES (SIN 541-3)

Web sites provide the public and other organizations instant access to a department or agency's services and programs. BETAH works with its clients to design highly optimized and interactive sites that are innovative, easy to navigate, accessible, and informative. BETAH has the technical personnel and leading-edge technology needed for content development, design and programming, maintenance and technical support of web pages and sites.

Approach:

- Develop information architecture and wireframes.
- Provide writing and editing support for content development.
- Develop and program appropriate content management systems (CMS) solutions.
- Provide content and data migration and integration.
- Design and code individual pages and entire sites.
- Customize applications based on client requirements.
- Conduct testing and quality assurance.
- Adhere to Section 508 compliance standards.
- Provide ongoing maintenance and technical support.
- Support Search Engine Optimization (SEO) marketing.

Benefits:

- Effective online marketing.
- Highly optimized and functional sites.
- Greatly enhanced information access and dissemination.
- Skilled staff trained in Section 508 compliance.
- User-friendly and accessible web sites.
- Site traffic monitoring.
- Access to leading-edge technology and methods in a rapidly changing environment.

MARKET RESEARCH AND ANALYSIS SERVICES (SIN 541-4A)

Are you seeking to heighten public awareness of agency products, programs, and services? Do you wish to solicit input from targeted populations to shape programs and public policy? If so, BETAH can help. BETAH's professional staff will conduct market research and develop marketing plans that meet programmatic or agency needs.

Approach

- Understand desired client outcomes and objectives.
- Conduct necessary front-end research through focus groups, interviews, and surveys.
- Analyze and incorporate research findings into the design of marketing and media plans.
- Implement plans and monitor progress.

Benefits

- Client-driven solutions to outreach and marketing.
- Valid research approaches and methodologies.
- Measurable marketing outcomes.

VIDEO/FILM PRODUCTION SERVICES (SIN 541-4B)

While print and electronic media provide opportunities for message dissemination and public outreach, videotape and film production makes your important messages come to life and captures your events in unique and powerful ways. BETAH can provide full-service videotape and film production services. The range of services BETAH offers includes script writing, storyboarding, talent selection, onsite and studio filming, and the full range of post-production (e.g., editing, animation, and dubbing.)

Approach

- Work with client to develop concept, budget, and timeline for the production.
- Assemble key management staff and production team.
- Select and procure services of the talent, narrator, or appropriate celebrity spokesperson for the designated topic or event.
- Coordinate all elements of preproduction, production and post-production.

Benefits

- Established relationships with production vendors.
- Single point-of-contact to manage multifaceted production effort.

- Client-determined level of involvement in the production.

Approach

- Determine intended use of graphics.
- Assess agency or corporate style.
- Assess primary and secondary target audiences.
- Develop designs and suggest appropriate media.
- Provide several alternate design approaches.
- Provide graphic designs in media compatible with client's operations.

Benefits

- In-house, state-of-the-art production capabilities.
- Quick turnaround of products.
- Ability to produce appropriate graphics for diverse audiences.
- Ability to incorporate virtually any media.

CONFERENCE Events and Tradeshow Planning Services (SIN 541-4D)

With over two decades managing hundreds of small and large-scale meetings for various agencies within the Federal Government, BETAH has the breadth of experience and demonstrated knowledge needed to support any meeting, conference, or event planning requirement. Our approach to providing logistics support encompasses planning, tracking, reviewing, and reporting functions that are based on three core elements: 1) understanding our Federal clients' needs, compliance guidelines, and the customers they serve, 2) preparing and adhering to an approved meeting plan, and 3) focusing on all the details so our clients don't have to.

Approach:

BETAH manages all aspects of logistics support services, from planning to post-meeting services, including:

- Site selection and contract negotiations.
- Room block management.
- Travel coordination.
- Agenda and program design and development.
- Speaker and facilitator recruitment and management.
- Budget development and management.



- Branding and marketing materials development.
- Conference materials development.
- Participant communication and coordination.
- Web site design and development.
- Online registration.
- Audiovisual arrangements.
- Virtual events, webcasts and webinar reports and summaries.
- Vendor management.
- On-site registration.
- On-site management.
- Entertainment coordination.
- Recording and Transcription.
- Abstract and summary report development.
- Payment/reimbursement of vendor fees, honoraria, and participant travel expenses.
- Meeting evaluation design and analysis.
- Post-event reconciliation.

Benefits:

- Single point of contact for all event management needs.
- Experienced and responsive firm able to provide on-call meeting and registration staff.
- Existing relationships with hotels, visitors, and convention bureaus across the country.
- Knowledge of Federal travel and reimbursement regulations.
- Staff skilled in both the planning and management of all logistical details for successful meetings and events.

COMMERCIAL ART AND GRAPHIC DESIGN SERVICES (SIN 541-4F)

Design plays a pivotal role in defining images, evoking feelings about services or products, and enhancing experiences. Therefore, visually compelling materials help communicate information and messages to engage target audiences. BETAH applies strategic methodology to all aspects of the design process.

Our creative team strives to understand and evaluate client objectives in order to create appropriate design solutions. As a result we design and produce creative and diverse audience-appropriate materials. BETAH uses leading-edge software, tools, and equipment to

design materials for a variety of media, including print, digital, and broadcast.

Approach:

- Assess client goals and objectives to recommend appropriate design solution.
- Develop creative briefs and design timelines.
- Provide writing and editing support in the development of content.
- Develop draft concepts and layouts and produce mock-ups for client review and approval.
- Negotiate rates and agreements for design elements (e.g., fonts, stock photography, and illustrations).
- Manage printer relationship.
- Oversee press checks.
- Review proof and blueslines.
- Complete and submit GPO-compliant file specification forms when needed.
- Provide Section 508-compliant files for digital products.

Benefits

- Customized strategic design solutions that reach target market.
- High-impact designs and creative audience appropriate materials.
- Access to highly skilled creative team of design professionals.
- In-house, leading-edge production capabilities
- Quick turnaround of products.

INTEGRATED MARKETING SERVICES (SIN 541-5)

Successful marketing and media campaigns employ a variety of communications and outreach strategies. BETAH can conduct and analyze the market research required to develop an effective marketing plan. BETAH possesses the talent and capability to help clients capture the attention of target audiences.

Some clients have effective marketing strategies and simply need help expanding their outreach. Other



clients have not fully identified their target audience or determined how best to reach them.

Whether you need a complement of skilled professionals or a full range of marketing and media services, BETAH can help. BETAH will refine your current marketing plan or develop a new one; produce your PSAs, video broadcasts, or Webcasts; or manage and plan your media events.

Approach

- Assess clients' success with outreach strategies and marketing tools.
- Use traditional market research services and develop customized market survey tools.
- Deploy select marketing tools.
- Measure impact.

Benefits

- Customized and audience-friendly market outreach tools.
- Documentation of progress toward stated marketing goals.
- Broad spectrum of services providing convenient opportunities to expand and customize evolving projects and programs while maintaining marketing themes and approaches.



Labor Category Hourly Rates

SIN 541-1:	ADVERTISING SERVICES
SIN 541-2:	PUBLIC RELATIONS SERVICES
SIN 541-3:	WEB BASED MARKETING SERVICES
SIN 541-4A:	MARKET RESEARCH AND ANALYSIS SERVICES
SIN 541-4B:	VIDEO/FILM PRODUCTION SERVICES
SIN 541-4D:	CONFERENCE, EVENTS AND TRADESHOW PLANNING SERVICES
SIN 541-4F:	COMMERCIAL ART AND GRAPHIC DESIGN SERVICES
SIN 541-5:	INTEGRATED MARKETING SERVICES

Labor Category	Government Hourly Rate Including IFF
Advisor, Senior	\$ 162.24
Business Area Manager	\$ 125.32
Communications Specialist, Junior	\$ 49.97
Communications Specialist I	\$ 72.20
Conference Manager	\$ 87.74
Conference Services Director	\$ 128.71
Graphic Designer	\$ 66.36
Graphic Designer, Senior	\$ 78.09
Logistics Specialist	\$ 58.49
Meeting Planner	\$ 81.89
Producer	\$ 110.41
Producer/Director, Senior	\$ 165.98
Production Coordinator	\$ 44.26
Production Specialist	\$ 53.61
Production Specialist, Senior	\$ 54.67
Project Manager	\$ 117.14
Project Manager/Producer	\$ 98.43
Public Relations Specialist	\$ 59.90
Script Writer	\$ 96.66
Web Programmer	\$ 93.99
Writer/Editor	\$ 84.46
Writer/ Editor, Senior	\$ 129.93

Effective July 1, 2011



OTHER DIRECT COSTS (SIN 541-1000)

Description	Unit / Rate	Government Rate Including IFF
PRODUCTION		
Technical Director		\$ 733.43
Lighting Director	\$76.37	\$ 111.71
Studio Camera Operator (and camera)		\$ 733.43
Teleprompter Operator		\$ 451.34
Assistant Cameraman	1 Day	\$ 1,692.53
Sound Recordist	1 Day	\$ 733.43
Day Performer	1 Day	\$ 933.15
Sound Engineer and Studio	1 Daily	\$ 95.91
2-man BETA crew (Video and audio tech with full gear)	1 Day	\$ 2,201.77
Jib Operator and Gear	1 Day	\$ 2,348.10
Teleprompter Operator	1 Day	\$ 451.34
Set Design	1 Day	\$ 11,522.72
Audio Technician	Daily	\$ 733.43
Make Up Artist ¹	Flat	\$ 1,692.53
Set Design ²	\$7,850.00	\$ 11,522.72
POST PRODUCTION³		
Editor (and online AVID Suite)	\$175.00	\$ 197.46
Narrator/Voice Over Talent	\$375.00	\$ 324.40
GRAPHIC DESIGN		
Video, Paint, Compositing and Animation	1 Hour	\$ 1,071.93
STILL/STOCK FOOTAGE		
Stills (licensing all-media worldwide in perpetuity)	1 Still	\$ 112.78
BETA SP Stock Footage ⁴	1 Clip	\$ 169.25
MUSIC AND SOUND EFFECTS		
CD Library 1 Needledrop ⁵	1 Needle Drop	\$ 73.34
CD Library 1 Needledrop ⁶	1 Needle Drop	\$ 418.62
TAPE STOCK		
MASTERING BETA Sp (30 minute)	1Tape	\$ 62.06
BETA Sp (30 minute)	1 Tape	\$ 56.42
BETA Sp (60 minute)	1 Tape	\$ 90.27
BETA Sp (90 minute)	1 Tape	\$ 40.06
VHS (60-minute)	1 Tape	\$ 11.28
VHS (30-minute)	1 Tape	\$ 5.64
Reference CDs	1 CD	\$ 16.93
Writable Compact Discs	1 CD	\$ 2.26
Digital Audio Tape ⁷	1 DAT	\$ 11.28
TRANSFER/ DIGITIZATION		
BETA Sp to BETA Sp	1 Transfer	\$ 62.06
BETA Sp to VHS	1 Transfer	\$ 22.57
BETA Digitization ⁸	1 Digitization	\$ 45.13
VHS to VHS	1 Transfer	\$ 28.21



OTHER DIRECT COSTS (CONT.)

Description	Unit / Rate	Government Rate Including IFF
DUPLICATION		
VHS Dubs ⁹	1 Dub	\$ 11.17
BETA Sp Dub and Distribution to Stations ⁹	1 Dub	\$ 139.92
CD Duplication ⁹	1 Dup	\$ 4.50
NEWSWIRE DISTRIBUTION		
Media Advisory distribution ¹⁰	1 Distribution	\$ 648.80
EQUIPMENT PACKAGES		
SONY DXC- D30 BETA Camera Package Rental ¹¹	1 Day	\$ 806.77
Lighting Package	1 Day	\$ 507.76
Digital Audio Tape (DAT) Package	1 Day	\$ 366.71
SATELLITE SERVICES		
Fiber to Uplink	1.5 Hours	\$ 141.04
Fiber Switch	1 Switch	\$ 56.42
Satellite Uplink	1.5 Hours	\$ 53.88
Satellite Space ¹²	1.5 Hours	\$ 733.43
Satellite Truck	1 Truck	\$ 8,823.70
SIGMA ENCODING		
Broadcast Monitoring	1 Monitoring Session	\$ 1,692.53
WEBINAR AND CONFERENCE CALLS		
Webinar Platform	Per Participant Per Hour	\$ 10.08
Conference Call Line	Per Participant Per Minute	\$.08
Operator Assisted Conference Call Line	Per Participant Per Minute	\$.19
Audio Recording	Per Participant Recording	\$ 125.94
TeleConference Services—example	1 unit	\$1,100.32
INTERVIEW BOOKINGS		
Coordination of Interviews	1 day booking	\$ 3,046.55
NOTIFICATION AND NEWSWIRE DISTRIBUTION		
Media Advisory Distribution ¹³	1 Distribution	\$ 648.80
1 HOUR NEWS CONFERENCE		
Transportation		
Staff Local Travel	All in accordance with Federal Travel Regulations	
Car Hire		
Room and Services		
Room Rental — Avg size	1 room	\$ 655.29
Breakfast — Avg service	1 breakfast	\$ 28.49
Technical Equip & Services		
Video Monitor	1 unit	\$ 170.95
VHS Player	1 unit	\$ 56.94
Microphones	1 unit	\$ 26.28



OTHER DIRECT COSTS (CONT.)

Description	Unit / Rate	Government Rate Including IFF
Mixer	1 unit	\$ 159.55
Multi Box	1 unit	\$ 109.51
Technician	1 tech	\$ 109.51
Easels	1 unit	\$ 65.70
Cassette Recorder	1 unit	\$ 17.52
Telephone	1 unit	\$ 68.38
Satellite Space Test & Live Broadcast	1 test & broadcast	\$ 2,803.36
VIDEO CREW		
2-Pers Beta Crew w/Full Gear/Half Day	1/2day crew	\$ 788.44
Post-Production Editing Services	1 unit	\$ 490.59
TRANSCRIPTION		
Standard Tape Transcription	1 page	\$ 6.13
Expedited Transcription Services (less 10 day turnaround)	1 page	\$ 15.06
SIGNAGE		
Banner (per square foot)	1 sq ft	\$ 13.14
PRESS KITS		
Based on Requirements		
STILL PHOTOGRAPHY		
Polaroid & Candid Photography	1 unit	\$ 438.02
Photo transmitted on Associated Press Network	1 unit	\$ 197.11
Image/Stock Photo License Fees		
16 mm Stock Footage	1 Second	\$ 51.90
PRESS & PR SERVICES		
Press Release Delivery		
WIRE SERVICE		
US1- The most comprehensive national list available	1 release	\$ 503.73
US1 with photo or logo - Same as US1 plus image is sent directly to 1000 photo editors in the US	1 release	\$ 1,730.20
US2 - Reduced national circuit serves key media in major markets	1 release	\$ 416.12
Regional Newslines - Northeast, Southeast, Midwest, West/Southwest	1 release	\$ 240.91
CLIPPING SERVICE		
eWatch Internet Monitoring - Track what is being said about your organization, competitors of industry on the internet.	1 unit	\$ 3,153.78
DOW JONES INTERACTIVE		
Annual Password Fee	1 unit	\$ 78.63
Business Newsstand - Text only articles. Searching, Browsing, headlines and lead sentences at no additional charge	1 unit	\$ 2.63

OTHER DIRECT COSTS (CONT.)

Description	Unit / Rate	Government Rate Including IFF
Publications Library - text only articles searching, browsing, headlines and lead sentences at no additional charge	1 unit	\$ 2.63
Custom Clips -headlines and lead sentences at no additional charge collected into a folder	1 unit	\$ 8.76
Dow Jones Interactive Corporate Edition - Provides a full range of business news and information for individual departments. Flat Fee (Monthly rate)	1 unit	\$ 683.78
Burrelle's Information Services	1 unit	\$ 269.82
ProfNet - The shortest distance between expert sources in your organization and reporters working on stories for publication and broadcast.	1 unit	\$ 2,102.52
Online Press Kit - Post your press kit online to get maximum exposure for your news, logo, contact directory, etc. Kits are accessible online for the media, potential customers and investors.	1 unit	\$ 297.86
MEDIA TRAINING		
Private Consultation	1 unit	\$ 3,153.78
MEDIA ADVERTISING		
PRINT ADVERTISING		
Print Ads	1 unit	\$ 1,268.52
TRANSIT ADVERTISING		
Bus Displays (Advertising on the Bus)		
King Size Posters 30"x144" (Bus side)	1 unit	\$ 613.23
Taillight Posters	1 unit	\$ 332.90
Interior Cards - 21" x 22"	1 unit	\$ 26.28
Interior Cards - 11" x 28"	1 unit	\$ 14.89
Interior Cards - 11" x 42"	1 unit	\$ 17.52
Full Wrap	1 unit	\$ 7,008.39
Full Backs	1 unit	\$ 2,150.70
RAIL DISPLAYS (ADVERTISING ON THE SU)		
Two-Sheet Poster - 60"w x 46" h	1 unit	\$ 10,293.57
Car Card - 21"h x 21"w	1 unit	\$ 14,853.41
Illuminated Diorama 62"w x 43"h	1 unit	\$ 1,103.82
MISCELLANEOUS		
Telephone: Long Distance ¹⁴	1 minute	\$ 0.18
Courier: Greater DC Area	1 small pack delivery	\$ 18.05
Local Travel	FTR	FTR
Shipping: Overnight/AM Delivery to VA	1 5 lbs package	\$ 23.02
Shipping: Overnight/PM Delivery to IL	1 30 lbs package	\$ 90.07
Reproduction—B&W Copies ¹⁴	1 copy	\$ 0.13
Reproduction—Color Copies ¹⁴	1 copy	\$ 1.12
Postage ¹²	USPS	USPS
Computer Media: CD Diskettes ZIP ¹⁴	10 pack	\$ 146.71
Computer Media: CD ¹⁴	1 CD	\$ 0.58



OTHER DIRECT COSTS (CONT.)

NOTES

- 1) (Flat 1/2-day rate) range from \$455-650
- 2) May be unnecessary if basic PSA. Basic sets average between \$4,000-10,000.
- 3) Note: Editing sessions vary depending on scope of project and client's specific requests.
- 4) (Licensing includes all-media worldwide in perpetuity) Note archive footage rates vary — network stock can range as high as \$4,500 for a minimum of 30 seconds
- 5) Including local sync licensing
- 6) Including worldwide in perpetuity sync licensing
Note: Internet rates may be incorporated into the above licenses at a 50% discount if requested simultaneously
- 7) (DAT) 15-minute Stock
- 8) BETA Digitization to MPEG/CD-ROM
- 9) Rates vary depending on quantities. The rate provided reflects the single unit price for over 100 copies
- 10) National Newswire (Note there are a variety of wire distribution packages available depending on scope and target audience.)
- 11) Includes: Camera, recorder, Tripod, A/C, Batteries, Monitor, Light Kit, Shotgun, 2 Lavs, Handheld Microphone, Mixer and Headphones
- 12) Ku-band
- 13) (via national newswire) Note there are a variety of wire distribution packages available depending on scope and target audience.
- 14) Volume dependent



COMMERCIAL LABOR CATEGORIES

BETAH offers personnel who meet or exceed the minimum qualification requirements stated in the Labor Category Descriptions provided herein. BETAH allows experience to substitute for education requirements and education to substitute for experience. BETAH's criteria for minimum experience substitution are:

Education: A college degree or B.A./B.S. will equal 3 years of experience. A master's degree will equal 2 years of experience. A doctorate will equal 2 years of experience.

Experience: For every year of additional specific field experience, the individual is credited with 1 year of degree qualifications towards the value stated in the labor category description.

GSA and/or the ordering activities may have access to any BETAH employee resume (by request) before, during, or after assignment of any GSA order. If, for some extenuating reason, a person assigned to an order must be replaced or substituted, the ordering activity will be notified in advance, in writing, and the substituted personnel will have equal or greater qualifications than specified in the labor category description of the departing employee.

ADVISOR (SENIOR)

Summary: Provides strategic, technical, and procedural guidance and identifies resources in support of market research, media analysis, and marketing planning.

Reporting Level: Reports to Project Manager.

Supervision: None.

Essential Duties and Responsibilities: Assists team in interpreting and understanding client's needs and requirements. Provides and interprets information about developments and trends. Monitors quality of processes and results. Provides guidance to ensure the proper application of technical processes and tools. Assists in developing and evaluating strategies and tactics.

Skills and Abilities: Knowledgeable about market research; media analysis; and marketing planning processes, techniques, and tools. Capable of strategic thinking and analysis of varied and complex matters. Experienced and skilled in effective methods to reach targeted markets. Able to apply knowledge about cultural differences to research, marketing, and media projects. Resourceful in providing information and referrals for media-related matters. Master at communicating ideas. Identifies objectives and ensures successful outcomes. Can work independently and is adept at multitasking simultaneously. Skilled in using Microsoft Office applications. Driven by customer satisfaction and highly sensitive and responsive to client needs and requests.

Minimum Education/Experience: B.A/B.S. and 15 years of experience, including 10 years at senior management levels in the areas of marketing, market research and analysis, media services, project and corporate management and client services.

BUSINESS AREA MANAGER

Summary: Provides leadership and oversight to the Management Consulting Division of BETAH. Manages staff, project execution, contract compliance and deliverables schedule for division projects including media, marketing, graphics, Web site design, video production and other communications activities, outreach, market research and analysis.

Reporting Level: Reports to Director of Operations.

Supervision: Supervises division staff, including researchers, writers/editors, communications specialists, project managers, graphic artists and designers, outreach coordinators, and administrative staff.

Essential Duties and Responsibilities: Plans and manages employees in the development of marketing, outreach, media and consulting services that align with and support the client/agency objectives. Assesses corporate resources needed and makes appropriate allocations. Provides regular reports to client on status and activities of personnel, as well as any potential challenges.



Ensures technical specifications of project are executed appropriately. Demonstrates cultural sensitivity.

Implements continuous product evaluation and quality control mechanisms. Monitors timely completion and quality of products. Evaluates employee performance of project work. Responds to client requests for operational or technical information. Validates staff research methodologies, tools, and analyses. Ensures survey and research tools meet government compliance requirements.

Skills and Abilities: Adroit at managing a range of market research information, media, public relations and outreach projects simultaneously. Able to identify opportunities for improved performance, increased visibility, and access to target populations. Proficient in developing, managing, and tracking budgets. Successful in forging ongoing client relationships. Able to communicate effectively, both orally and in writing. Adept in recruiting, motivating, and retaining project staff. Effective in anticipating potential problems and communicating proposed solutions. Able to market and develop new business. Has access to and wide knowledge of available consultants (e.g., videographers, statisticians, on-air talent, ethnographers, HTML programmers, and other staff).

Minimum Education/Experience: B.A./B.S. and 8 years of market research, marketing, communications or consulting experience.

COMMUNICATIONS SPECIALIST

Summary: Performs a variety of communications and outreach activities and duties related to promoting, publicizing, and implementing client programs and activities.

Reporting Level: Reports to Project Manager.

Supervision: None.

Essential Duties and Responsibilities: Works with project management to develop, execute, and manage comprehensive strategic communications plans for clients. Reviews client's existing images, messages, strategies, plans, programs and/or products and communicates/delivers them to the public through appropriate media (e.g., print, broadcast, Internet,

etc.) to achieve desired objectives in public awareness campaigns. Organizes and launches events, conferences, press briefings, photo opportunities, exhibitions, tours, and visits as needed. Oversees multiple priorities associated with these events. Manages deadlines, adheres to protocol, and plans for any logistical/technical requirements.

Develops and distributes media advisories, alerts, releases, and press kits, and makes pitch calls prior to major events, press briefings, or major news story releases to ensure maximum media attendance and/or coverage. Establishes relationships with both national and local media, as well as specific media outlets. Compiles and maintains extensive national and targeted media contact lists/databases. Provides media outreach assistance to local community-based organizations to increase local coverage and raise community awareness of specific services and topics. Conducts follow-up evaluation of outreach efforts and event outcomes utilizing various resources, including tracking sigma encoding, press clipping services, surveys, and phone calls, to improve future outreach efforts. Maintains comprehensive media event files from preplanning, production, and post-event phases. Tracks topic-related media on a daily basis to keep team and client informed of issues affecting outreach efforts, forecasting trends, etc. Maintains an active clipping file by targeted populations, issues, etc. Initiates/develops communication management tools and tracking systems that will give the client and team access to information efficiently and effectively. Assists in the development of post-event communication audits for clients, complete with recommendations on how to make future projects more successful. Performs other follow-up activities as necessary.

Skills and Abilities: Extensive research and writing experience. Ability to review and analyze gathered data and report findings in lay language. Ability to multitask and manage time efficiently. Proficiency in Windows PC software applications.

Minimum Education/Experience: B.A. in Communications or other related field and 4-5 years of experience.

COMMUNICATIONS SPECIALIST (JUNIOR)

Summary: Performs a variety of communications and outreach activities and duties related to promoting, publicizing, and implementing client programs and activities.

Reporting Level: Reports to Project Manager or Communications Specialist.

Supervision: None.

Essential Duties and Responsibilities: Assists in the development and communication of information designed to keep public informed of client's programs and activities. Gathers, organizes, aggregates, processes, and analyzes verbal, written, anecdotal, or statistical data from a wide range of sources to prepare reports and studies. Participates in public relations efforts in order to meet program needs, objectives, and requirements. Initiates and responds to calls to provide information about programs and activities. Assists in preparing and distributing fact sheets and other project materials to persons who may be interested in learning about or publicizing client's activities or messages. Assists in making arrangements for and implementation of public contact programs designed to meet client's objectives. Researches data, creates ideas, and performs various writing assignments. Contacts vendors, production, and support personnel (as directed) to perform project activities. Searches sources such as reference works, literature, documents, newspapers, and statistical records to obtain data on assigned subject. Analyzes and evaluates applicability of collected data. Prepares tabulations or summaries on collected data and information. Writes draft reports or presents data in formats such as abstracts, bibliographies, graphs, or maps. Interviews individuals to obtain data and drafts correspondence to answer inquiries.

Skills and Abilities: Organized and highly resourceful. Proficient with a variety of computer software and databases. Excellent interpersonal skills, relating easily with clients, vendors, and internal staff. Able to communicate well orally and in writing.

Minimum Education/Experience: B.A./B.S. in Communications or related field or high school diploma and 2-3 years of experience.

CONFERENCE MANAGER

Summary: Plans, coordinates, and executes logistical requirements for meetings, conferences, and exhibits for government and private industry organizations. Develops and monitors budgets for client events. Provides guidance to meeting planners and logistical specialists as needed and oversees quality of deliverables for client programs.

Reporting Level: Reports to Project Manager or Conference Services Division Director.

Supervision: Supervises daily work activities of meeting planners and logistics specialists.

Essential Duties and Responsibilities: Manages all logistical requirements for meetings, conferences, and trade show exhibits, including budget development. Oversees the day-to-day workload in the conference services department. Provides guidance to team members on all aspects of meeting planning and conference management and performs quality assurance reviews of materials developed for client events. Verifies and approves vendor invoices. Monitors vendor price justifications, accounts receivable and payable, and ensures conformance to Federal Procurement and Travel Regulations. Recruits and confirms speakers and consultants for client programs. Develops consultant agreements and monitors their performance to ensure completion of task assignments. Assists in the design and selection of exhibit booths. Designs layout of booth and arranges for all support services (e.g., set up and tear down, drayage, audiovisual and computer equipment, promotional materials, and staffing. Promotes efficient and effective execution of all conference management tasks. Promotes effective communication and cooperation among team members, clients, and vendors. Organizes optimal staffing for individual conference programs. Recommends innovative and enabling strategies and IS/IT support to improve efficiency.

Skills and Abilities: Able to manage a broad range of events, including meetings, conferences, shows and exhibits for both government and private industry organizations and to supervise related staff. Skilled at developing and managing budgets. Knows government contracting and Federal Travel Regulations. Effective communicator both in writing and orally. Exceptionally skilled in organizing multiple, simultaneous tasks with attention to detail.



Able to maintain a professional demeanor and appearance under extreme pressure.

Minimum Education/Experience: B.A./B.S. or Certified Meeting Professional (CMP) and 5 years of experience in event services.

CONFERENCE SERVICES DIRECTOR

Summary: Assembles, leads, and manages the staff and services needed to provide comprehensive support for meetings, exhibits, shows, conferences, and other events. Directs the operation of BETAH's Conference Services. Provides fiscal and administrative oversight, implements organizational systems and processes, directs quality assurance activities, manages staff and consultants, and markets company services.

Reporting Level: Reports to Chief Operating Officer.

Supervision: Supervises all members of the conference services staff, including conference managers, meeting planners, and logistics specialists within BETAH and at off-site facilities.

Essential Duties and Responsibilities: Ensures that BETAH provides the highest quality products and services to commercial and government customers needing planning, organizational, operational, and support services for meetings, conferences, shows, trade fairs and exhibits, and other events of various sizes and complexities. Follows BETAH's standardized quality assurance and project management systems to ensure completeness, timeliness, and quality of products and services. Provides leadership and team building to experienced conference professionals (e.g., conference managers, meeting planners, logistical support specialists, graphic designers, and administrative and support staff). Guides and supports staff in continuous improvement processes and professional development. Develops and monitors project budgets and schedules. Functions as principal liaison with client representative or project officers. Maintains a close working relationship with client through meetings, telephone, and e-mail. Responds quickly to client inquiries about any aspect of project activity. Assists client in refining and specifying services needed and in determining most cost-effective approach. Supports contract administration and

accounting services for all assigned projects. Markets and develops new business for conference, meeting, show and exhibit services. Manages and reports project finances.

Skills and Abilities: Able to develop budgets for meetings, conferences, and trade show exhibits. Capable of providing technical and functional guidance and supervision to staff who plan, direct, and implement meetings, conferences, trade shows, and exhibits.

Skilled in directing and providing logistical services including site selection, contract negotiations, and onsite management of logistics for meetings, conferences, and exhibits. Skilled at managing and using databases and meeting management software such as Peopleware. Able to communicate effectively both orally and in writing (including proposal development). Effective at controlling costs while meeting client objectives.

Minimum Education/Experience: B.A./B.S. with 5-7 years of experience supervising and providing event services.

GRAPHIC DESIGNER

Summary: Designs and produces art and copy layouts for material to be presented by visual communications media (e.g., fact sheets, brochures, banner and animated images for Web site and video projects).

Reporting Level: Reports to Senior Graphic Designer.

Supervision: None.

Essential Duties and Responsibilities: Consults with client or supervisor to evaluate individual project needs. Prioritizes, tracks, handles, and maintains records of the components, costs, and time schedules of multiple projects. Prepares illustrations or rough sketches of material according to the specifications of the client or supervisor. Develops negatives and prints to produce layout photographs for client or supervisor.

Studies illustrations, photographs, and text to plan presentation of material, product, or service. Determines size and arrangement of illustrative material and copy, selects style and size of type, and



creates sample layouts. Prepares cost estimate for project within quality specifications, financial constraints, and time schedule. Presents samples to supervisor or client for selection and approval. Creates and reviews final layout and suggests improvements as needed, and presents final layout to supervisor or client for approval. Maintains image resource files and system for archiving draft and final graphic designs.

Minimum Education/Experience: B.A./B.F.A. in Design (e.g., graphics, marketing, etc.) with a minimum of 4-5 years of experience in graphics or advertising.

GRAPHIC DESIGNER (SENIOR)

Summary: Develops and designs a variety of print and electronic products ranging from fact sheets, brochures, and banners to animated images for Web site and video projects.

Reporting Level: Reports to Project Manager or Business Area Manager.

Supervision: Supervises Graphic Designer.

Essential Duties and Responsibilities: Develops and designs layouts across all mediums (print and electronic) that have a clear focus, theme, and message for intended audiences.

Works closely with the project director to implement and utilize a standard design process for all phases of production—from thumbnail sketches to final electronic design. Develops a consistent and clear system for archiving all draft and final graphic designs. Manages, organizes, and tracks multiple projects and meets time-sensitive deadlines. Researches and obtains cost estimates from at least three printing services based on job requirements as specified.

Consults with clients to design layouts for collateral materials that may include: fact sheets, folders, CD covers, newsletters, brochures, etc. Attends and participates in client and in-house team meetings and brainstorming sessions to generate creative ideas for campaign messages for print and/or digital mediums. Implements all phases of the design process, including conceptual treatments, thumbnail sketches, mock-ups, final designs with camera-ready artwork, and specifications for delivery to printing company for production. Works closely with printing

companies and copy center vendors to ensure that all files sent contain readable, color specs and font selections. Develops a tracking system for all materials submitted to printing vendors to ensure that all materials submitted, color samples, paper, disks, CD-ROMs, etc. are returned. Reviews and approves, along with project manager, all proofs and negatives submitted by printing company before final production.

Enhances or revises existing Web page designs, layouts, and formats for corporate and client Web sites. Designs and develops Internet Web pages and multimedia presentations. Researches and develops, along with project manager, a plan for implementing a multimedia post-production suite. Researches and utilizes stock footage as needed.

Works with photo and moving image archive companies to negotiate rates and to obtain necessary clearances and rights.

Skills and Abilities: Proficiency in graphic design software such as: Quark, Illustrator, Photoshop, PageMaker, In-Design, PowerPoint and Flash. Proficiency in 3-D StudioMax, Adobe Premier, and Media 100 are considered a plus. Exceptionally skilled at organizing multiple simultaneous tasks with attention to detail. Experienced in determining appropriate technical requirements to develop effective design and multimedia layouts. Ability to communicate effectively.

Minimum Education/Experience: B.A./B.F.A. in Design (e.g., graphics, marketing, etc.) with a minimum of 5 years of experience in graphics or advertising.

LOGISTICS SPECIALIST

Summary: Provides informational, scheduling, design, production and, other logistical support services for meetings, conferences, trade show exhibits, and other events.

Reporting Level: Reports to Conference Services Division Director.

Supervision: None

Essential Duties and Responsibilities: Assists meeting planners and conference managers in developing meeting materials for client meetings, conferences, exhibits, and other events, including



graphic design and materials production. Arranges travel and lodging for participants and submits listing of funded travelers to the travel agent and host hotel. Develops and maintains participant databases using meeting planning software (e.g., Reg Online). Develops logistical forms and materials for meetings (e.g., invitational and welcome letters, travel and lodging fact sheets, name badges and tent cards with client logos, agendas, participant rosters, exhibitor forms, reimbursement forms and guidelines).

Coordinates small to large mass mailings to announce client programs. Assembles participant and exhibitor packets, prepares labels and cartons and coordinates shipping with the drayage vendor for exhibits.

Provides onsite support at client programs. Assists other team members in using software applications. Provides training and troubleshooting support, prepares reports to compare meeting budgets vs. actual expenses. Processes participant reimbursement requests and communicates directly with participants about missing or incorrect information on forms. Verifies vendor invoices for logistical support materials and services. Performs as meeting planner when workload requires.

Skills and Abilities: Experienced in a meeting and conference management work environment. Proficient with a variety of computer software and databases. Excellent people skills in dealing with clients, vendors, and internal staff. Able to communicate well both orally and in writing. Competent organizational skills.

Minimum Education/Experience: B.A./B.S. or high school diploma with strong administrative skills and 2-3 years of relevant experience.

MEETING PLANNER

Summary: Coordinates and manages logistical activities associated with planning and implementing meeting, conferences, trade show exhibits, and other events.

Reporting Level: Reports to Conference Services Division Director.

Supervision: Oversees other onsite support staff when acting as the lead on an event.

Essential Duties and Responsibilities: Organizes all aspects of logistical support for small to large meetings and conferences, grant reviews, training workshops, trade shows, exhibits, and other events. Participates in meetings with clients, project officers, and staff to review specific requirements, budgets, and deliverables for each engagement. Maintains close contact with the client project officer throughout event planning and implementation. Researches and selects sites and negotiates site contracts for meetings, exhibit space, and accommodations/lodging for event participants. Develops logistical forms and materials for client meetings, including welcome letters, travel fact sheets, reimbursement forms and guidelines, forms, name badges/tent cards, agendas, and participant rosters. Arranges travel and lodging for funded participants and submits listing of funded participants to the travel agent and host hotel. Coordinates mailings to announce meetings, conferences, trade shows, or other events. Develops and maintains participant databases using meeting planning software such as Peopleware.

Assigns exhibitor space, oversees booth set up, orders booth furniture and required audiovisual and computer equipment, arranges for drayage of exhibit booth and onsite promotional materials. Collects participant and exhibitor registration fees when applicable. Supervises onsite logistical support activities including room set-up, audiovisual requirements, message center, food and beverage functions, and other administrative services to assist the client, project officer, and participants. Develops status and end-of-event reports for the client. Processes participant reimbursement forms and communicates with participants about missing or incorrect information and status of transactions. Verifies and reconciles host hotel and other vendor invoices.

Skills and Abilities: Experience in meeting planning and coordinating trade fare exhibits for government, association, and private industry organizations. Exceptional organizational skills. Proficient in proofreading and editing meeting materials. Excellent interpersonal skills in dealing with clients, vendors, and internal staff. Competent written and verbal communications skills.

Minimum Education/Experience: B.A./B.S. or high school diploma with strong administrative skills and 2-4 years of relevant experience.

PRODUCER

Summary: Manages the process of professional and technical staff required to produce informational audiovisual products for national and local distribution and for use as PSAs, educational, promotional, and informative communications to public and private organizations. Guides production process at all stages, from concept, creation, and post-production to broadcast.

Reporting Level: Reports to Project Manager.

Supervision: Talent, shooting, writing, editing, music, and other technical and support staff.

Essential Duties and Responsibilities: Plans and manages the use of resources including acting and voice-over talent, production crews, music and sound effects crews, editors and other technical staff. Works with clients to determine their needs. Translates client requirements into actual broadcast products. Contributes to developing a product distribution plan. Assesses corporate resources needed and makes appropriate allocations and recommendations. Provides regular reports on status and activities of personnel and anticipated challenges. Ensures technical specifications of project are executed appropriately. Exercises cultural sensitivity in the development of products. Implements continuous product evaluation and quality control mechanisms. Monitors timely completion and quality of products. Responds to client requests for substantive or technical changes. Works with writers, graphic artists, animators, and editing staff/teams to develop complete production packages.

Skills and Abilities: Experienced in writing for broadcast PSAs and video messages. Experienced in off-line editing and post-production. Maintains and uses a network of technical crew support, on-air talent, and broadcasters. Capable of managing technical and professional staff. Experienced in determining appropriate technical requirements needed to develop effective broadcast products. Able to develop and meet production budgets.

Minimum Education/Experience: B.A./B.S. in Communications or related field and 10 years of television and radio production experience.

PRODUCER/DIRECTOR (SENIOR)

Summary: Manages the technical process of staff required to produce and direct informational audiovisual products that include: films, videotapes, PSAs, and educational and promotional materials to public and private organizations. Guides production from initial concept through creation, post-production, and broadcast. Directs all talent and creatively interprets purpose, messages, and script into a film, audio, or video product.

Reporting Level: Reports to Project Manager.

Supervision: Talent, shooting, writing, editing, music, and other technical support staff.

Essential Duties and Responsibilities: Plans and manages the use of resources, including acting and voice-over talent, production crews, music and sound effects crews, editors, and other staff.

Directs live-to-air and/or live-to-tape multicamera broadcast events; makes cuts, edits off-line and online and directs others. Responsible for studio operation during live or taped events. Works with clients to determine their needs.

Translates client requirements into actual broadcast products. Contributes to developing a product distribution plan. Assesses corporate resources needed and makes appropriate recommendations. Provides regular reports on status and activities of personnel and anticipated challenges. Ensures technical specifications of project are executed appropriately. Exercises cultural sensitivity in the development of products. Implements continuous product evaluation and quality control mechanisms. Monitors timely completion and quality of products. Responds to client requests for substantive or technical changes. Directs writers, graphic artists, animators, editing crew, and others involved in creating, taping/filming broadcast products.

Skills and Abilities: Experienced writing for broadcast PSAs and video messages. Experienced in off-line, linear, and nonlinear editing and in post-production. Maintains and uses a network of technical crew support, on-air talent, and broadcasters. Capable of managing technical and professional staff. Experienced in determining



appropriate technical requirements needed to develop effective broadcast products. Able to develop and meet production budgets.

Minimum Education/Experience: B.A./B.S. in Communications or related field or high school diploma and 10 years of television, radio, and/or film production experience.

PRODUCTION COORDINATOR

Summary: Provides logistical support to the professional and technical staff to produce informational audiovisual products, including films and videotapes. Secures, organizes, and arranges for services supporting production activities from preproduction through post-production and broadcast.

Reporting Level: Reports to Producer or Project Manager.

Supervision: None.

Essential Duties and Responsibilities: Arranges, organizes, and provides technical support for producers and directors. Assists producer and director with administrative support, including photocopying, placing telephone calls, procuring equipment, and arranging craft services for crew. Provides travel and logistics support for production and technical crew. Documents client needs and responses. Identifies corporate and outside resources. Supports the preparation of regular reports on status and activities. Participates in quality assurance and control processes.

Skills and Abilities: Organized and persistent. Able to work effectively, supporting technical and creative staff. Highly resourceful. Familiar with broadcast and production processes, terms, and practices. Proficient in Microsoft applications.

Minimum Education/Experience: B.A. in Communications or related field with 2-3 years of television, film, and radio production experience.

PRODUCTION SPECIALIST

Summary: Provides document production support by operating computer or word processing equipment to compile, type, revise, combine, edit, print, and store documents.

Reporting Level: Reports to Senior Production Specialist or Project Manager.

Supervision: None.

Essential Duties and Responsibilities: Reads instructions accompanying materials, or follows verbal instructions from supervisor or person requesting document to determine format and content required. Types, revises, and combines materials (e.g., correspondence, reports, records, forms, meeting minutes, scientific or technical materials, numerical data, and tabular information) from rough draft, corrected copy, recorded voice dictation, or previous computer versions. Assists in creating and maintaining boilerplate text library, and accesses it to enter frequently used information. Proofreads and edits documents for grammar, spelling, punctuation, and format. Keeps record of work performed. Inputs data for revising or editing using optical scanner or other nonkeyboard data entry devices. Purges outdated documents from files as needed. Organizes and maintains system for backup and storage of files.

Skills and Abilities: Organized and detailed. Able to work effectively, supporting management and technical staff. Highly resourceful. Proficient in advanced Microsoft applications. Able to produce graphics in one or more graphic software packages. Excellent written and verbal communications skills.

Minimum Education/Experience: B.A./B.S. or high school diploma and 3-4 years of strong administrative support or related field experience.

PRODUCTION SPECIALIST (SENIOR)

Summary: Supervises, coordinates, and executes document production activities by operating computer or word processing equipment to compile, type, revise, combine, edit, print, and store documents.

Reporting Level: Reports to Director of Operations.

Supervision: Production Specialist.

Essential Duties and Responsibilities: Compiles material to be typed, following written or oral



instructions. Formats documents and enters information, using computers and word processing software or other word processing equipment. Assists in creating and maintaining boilerplate text library, and accesses it to enter frequently used information. Proofreads and edits documents for grammar, spelling, punctuation, and format. Keeps record of work performed. Inputs data for revision or editing using optical scanner or other nonkeyboard data entry devices. Organizes and maintains system for backup and storage of files. Coordinates, trains, and provides word processing procedural information to Production Specialist. Identifies corporate and outside resources. Participates in quality assurance and control processes. Trains and provides word processing procedural information to others.

Skills and Abilities: Organized and detailed. Able to work effectively, supporting management and technical staff. Highly resourceful. Proficient in advanced Microsoft applications. Able to produce graphics in one or more graphic software packages. Excellent written and verbal communication skills.

Minimum Education/Experience: B.A./B.S. or high school diploma and 5-7 years of strong administrative support or related field experience.

PROJECT MANAGER

Summary: Provides day-to-day management of project activities, personnel and administrative functions related to communications, market research, media, public relations and graphics projects. Directs and manages staff assignments and specifications, develops and monitors product quality and project milestones, meets deliverable schedules, and reports on project status.

Reporting Level: Reports to Business Area Manager.

Supervision: Supervises project personnel, including technical, creative, design, and administrative support staff and consultants.

Essential Duties and Responsibilities: Develops and manages marketing, outreach, media, and consulting services to accomplish project objectives. Develops and implements administrative procedures and reports to capture and communicate project status to client and BETAH management. Monitors project schedules to ensure timely delivery and identification

of emerging issues and challenges. Manages consultant service delivery. Continuously evaluates products, quality assurance processes, and control mechanisms. Makes and suggests operational and administrative improvements. Evaluates employee performance. Responds to client requests for operational or technical information. Develops or supervises the development of research methodologies, tools, and analyses. Employs appropriate media, communications, or public relations methodologies and tools to achieve desired project outcomes.

Skills and Abilities: Knowledgeable about market research, media, public relations and communications. Experienced in managing and tracking budgets. Skilled in maintaining effective client relations and communications. Effective oral and written communicator. Adept in managing and motivating project staff. Effective in managing project and proposing strategies to overcome project challenges. Able to manage consultant scheduling and deliverables and negotiate pricing concessions.

Minimum Education/Experience: B.A./B.S. and 10 years of media, market research and public relations experience.

PROJECT MANAGER/PRODUCER

Summary: Develops and manages effective video, audio, and other media and communications projects. Works closely with client and directs and collaborates with staff to develop and produce quality media products. Assembles professional, technical, and support resources. Supervises all technical and creative phases of communications projects from preproduction through production, post-production, and distribution.

Reporting Level: Reports to Business Area Manager.

Supervision: Supervises production personnel, including technical, creative, design, administrative support, and freelance staff.

Essential Duties and Responsibilities: Meets with clients to determine desired goals, objectives, and outcomes of media projects. Serves as primary point-of-contact for client, vendors, technical crew and in-house production staff for technical and financial



issues. Develops and/or approves preliminary production outline, including equipment, facilities, creative, technical, and material resources required. Works with production team to develop project content and style, as well as all production treatments, scripts, and storyboards for client review. Develops or approves all in-house story concepts, treatments, and outlines. Selects and negotiates contracts, and manages all freelance production and post-production crews, vendors, and talent. Develops and monitors production schedules and budgets. Develops or approves production reports submitted to client. Screens all recorded footage and provides editing decision list to editor for review. Implements and maintains quality control measures to meet broadcast industry standards. Negotiates music, stock, and still footage licensing and rights as necessary.

Skills and Abilities: Able to conceptualize and implement production ideas. Knowledgeable about television and audio industry, production techniques, and standards. Experienced in story development and research. Able to communicate effectively orally and in writing.

Skilled at developing and tracking production budgets and schedules. Able to maintain effective client relations and communications. Adept at managing and motivating project and production staff and freelance crews.

Minimum Education/Experience: B.A./B.S. and 7 years of media, market research, and/or public relations experience.

PUBLIC RELATIONS SPECIALIST

Summary: Meets with client and assists in crafting effective media messages and strategies. Assists in developing agendas and making arrangement for press conferences and other public relations events. Manages print and electronic media relationships.

Reporting Level: Reports to Project Manager.

Supervision: None.

Essential Duties and Responsibilities: Writes press releases, media alerts, speeches, and presentations for senior officials and agency representatives. Develops

content for and supervises the assembly of press kits. Researches and develops media messages and definitive outreach strategies. Schedules print and electronic interviews, buys media services, including satellite feeds and teleconferences services. Conducts post-event follow-up to assess the effectiveness of the media campaign. Collects press clippings of relevant client events. Conducts broadcast fax campaigns or manages vendors responsible for mass outreach initiatives. Develops and coordinates press conferences, disseminates press materials and background materials. Recommends media placements to maximize campaign effectiveness.

Skills and Abilities: Effective verbal communications and writing skills. Able to write documents used by the media. Successful in forging ongoing client relationships. Able to dissect issues and craft effective messages. Understands print and broadcast operations. Able to develop effective media strategy. Able to establish effective relationships with media. Skilled at planning complete media projects. Able to manage multiple concurrent priorities under pressure and short deadlines. Capable problem solver.

Minimum Education/Experience: B.A./B.S. and 2-3 years of public relations or public affairs experience.

SCRIPTWRITER

Summary: Produces audio and video production scripts in accordance with client specifications.

Reporting Level: Reports to Producer or Project Manager.

Supervision: None.

Essential Duties and Responsibilities: Formulates and composes treatment, rough draft, and final audio and video production scripts. Works with client to understand purpose and intent of production and to obtain content information.

Skills and Abilities: Skilled in the artful use of language to effectively communicate to audiences. Thoroughly knowledgeable of broadcast, film, and video productions. Can work independently with limited supervision. Skilled in using Microsoft applications, especially MS Word and PowerPoint.



Minimum Education/Experience: B.A. in Journalism, Communications, English, or related field and 3 years of writing experience in film, radio, or television.

WEB PROGRAMMER

Summary: Designs, develops, and maintains technical aspects of Web sites and Web/Internet/intranet e-commerce applications and systems.

Reporting Level: Reports to Project Manager.

Essential Duties and Responsibilities: Works with client to understand purpose and intent of Web site and related transactions. Analyzes system and design needs for optimal Web site functioning. Selects and applies the most appropriate design and operating technologies.

Supervision: None.

Skills and Abilities: Able to lead all technical design and programming activities to enable desired look, feel, and functionality of Web site.

Thoroughly knowledgeable about standard and state-of-the-art Web/Internet/intranet design tools and software development processes and tools, including Internet technologies (VBScript, JavaScript, ASP, XML/XSL, HTML, CSS, DHTML); case/design tools (Microsoft Visual Basic [4–6], Microsoft Visual Interdev [1.0 and 6.0], Adobe Photoshop [4.0–5.5], ERWin, BPWin, Oracle Designer); relational database management systems (SQL Server [6.5, 7.0, 2000], Access [97 & 2000], and Oracle 8i); and various operating systems (Windows 95 and 98, Windows NT 4.0, Windows 2000).

Able to schedule and follow a design project through all phases—design, quality control, benchmarks, testing, and implementation. Can plan projects and meet deadlines. Can work independently with limited technical supervision. Skilled in using Microsoft Office applications, especially MS Word and PowerPoint. Sensitive and responsive to client's needs and requests. Able to communicate effectively orally and in writing.

Minimum Education/Experience: B.A./B.S. and 3–5 years experience that includes technical design and software development for complex Web/Internet/intranet applications.

WRITER/EDITOR

Summary: Provides technical writing support to clients and staff. Drafts project documents and conducts preliminary research. Works with senior writer and graphic designer to produce documents such as fact sheets, project summaries, informational packets, draft reports, PSA scripts, media advisories, and final reports.

Reporting Level: Reports to Senior Writer, Project Manager, or Producer.

Supervision: None.

Essential Duties and Responsibilities: Provides technical writing support for project deliverables. Conducts research, identifies subject matter experts, and conducts interviews. Gathers data and collates and organizes facts for inclusion in written products. Develops drafts and submits them for review. Proofreads copy written by project team members and client. Plans Web and print products.

Skills and Abilities: Experienced as a technical writer. Skilled in conducting primary and secondary research. Able to manage multiple tasks under tight deadlines. Demonstrated proofreading skills. Knows desktop publishing software, the Internet, and basic design principles.

Minimum Education/Experience: B.A. in Journalism, Communications, English, or related field and 3–4 years of technical writing/editing experience.

WRITER/EDITOR (SENIOR)

Summary: Provides technical writing, editing and proofreading support for materials such as reports, news releases, fact sheets, Web site text, and PSA scripts. Collaborates with subject matter experts, researchers, and graphic artists to produce documents.

Reporting Level: Reports to Project Manager or Producer.

Supervision: Writer/Editor.

Essential Duties and Responsibilities: Formulates and writes copy for projects including fact sheets, project summaries, monthly progress reports,



informational packets, press releases, publications, and Web content.

Manages projects assigned to ensure that needed information is identified, resources are gathered, and facts are accurate. Works with graphic artists and project team members to develop designs and text layouts. Oversees product quality. Meets with client to understand communication needs. Edits and provides final proofing for copy written by project team members and client. Guides, directs, and reviews research and drafts developed by the writer/editor.

Skills and Abilities: Experience writing diverse products. Ability to collaborate with graphic artists and Web producers to create products. Proven editing, copyediting, and proofreading skills. Strong command of the English language. Ability to write for a variety of audiences in many different styles and formats. Knowledge of QuarkXpress, the Internet, and basic design principles.

Minimum Education/Experience: B.A. in Journalism, Communication, English, or related field and 5-7 years of experience.



ORDERING PROCEDURES FOR SERVICES

The following ordering procedures were developed to assist our customer agencies in the purchase of services priced at hourly rates.

PROCEDURES FOR SERVICES PRICED ON GSA SCHEDULES AT HOURLY RATES

FAR 8.402 contemplates that GSA may occasionally find it necessary to establish special ordering procedures for individual Federal Supply Schedules or for some Special Item Numbers (SINs) within a Schedule. GSA has established special ordering procedures for services that are priced on Schedule at hourly rates. These special ordering procedures take precedence over the procedures in FAR 8.404.

The GSA has determined that the rates for services contained in the contractor's price list applicable to this schedule are fair and reasonable. However, the ordering office using this contract is responsible for considering the level of effort and mix of labor proposed to perform specific tasks being ordered, and for making a determination that the total firm-fixed price or ceiling price is fair and reasonable.

When ordering services, ordering offices shall:

1. Prepare a Request for Quotes (RFQ)
 - A. A performance-based statement of work that outlines, at a minimum, the work to be performed, location of work, period of performance, deliverable schedule, applicable standards, acceptable criteria and any special requirements (e.g., security clearances, travel, special knowledge, etc.) should be prepared.
 - B. An RFQ should be prepared that includes the performance-based statement of work and requests the contractors to submit either a firm-fixed price or a ceiling price to provide the services outlined in the statement of work. A firm-fixed price order shall be requested, unless the ordering office makes a determination that it is not possible at the time of placing the order to estimate accurately the extent or duration of work, or to anticipate cost with any reasonable degree of confidence. When such a determination is made, a labor hour quote may be requested. The firm-fixed price shall be based on the hourly rates in the schedule contract and shall consider the mix of labor categories and level of effort required to perform the services described in the statement of work. The firm-fixed price of the order should also include any other incidental costs related to performance of the services ordered. The order may provide for reimbursements of travel costs at the rates provided in the Federal Travel Regulations, or as a fixed-price incidental item. A ceiling price must be established for labor hour orders.
 - C. The RFQ may request the contractors, if necessary or appropriate, to submit a project plan for performing the task and information on the contractor's experience and/or past performance performing similar tasks.
 - D. The RFQ shall notify the contractors what basis will be used for selecting the contractor to receive the order. The notice shall include the best value selection criteria including the intended use of past performance factors.
2. Transmit the RFQ to Contractors
 - A. Based upon an initial evaluation of catalogs and price lists, the ordering office should identify the contractors that appear to offer the best value (considering the scope of services offered, hourly rates, and other factors such as contractors' locations, as appropriate).
 - B. The RFQ should be provided to at least three (3) contractors if the proposed order is estimated to exceed the micro-purchase threshold, but not exceed the maximum order threshold. For proposed orders exceeding the maximum order threshold, the RFQ should be provided to additional contractors that offer services that will meet the agency's needs. Ordering offices should strive to minimize the contractors' costs associated

with responding to requests for quotes for specific orders. Requests should be tailored to the minimum level necessary for adequate evaluation and selection for order placement. Whenever practical, oral presentations should be considered.

3. Evaluate Quotes and Select the Contractor to Receive an Order

After responses have been evaluated against the factors identified in the RFQ, the order should be placed with the schedule contractor that represents the best value and results in the lowest overall cost alternative (considering price, special qualifications, administrative costs, etc.) to meet the Government's needs.

The establishment of Federal Supply Schedule Blanket Purchase Agreements (BPAs) for recurring services is permitted when the procedures outlined herein are followed. All BPAs for services must define the service that may be ordered under the BPA, along with delivery or performance time frames, billing procedures, etc. The potential volume of orders under BPAs, regardless of the size of individual orders, may offer the ordering office the opportunity to secure volume discounts. When establishing BPAs ordering offices shall:

Inform contractors in the RFQ (based on the agency's requirement) if a single BPA or multiple BPAs will be established and indicate the basis that will be used for selecting the contractors to be awarded the BPAs.

- A. **Single BPA:** Generally, a single BPA should be established when the ordering office can define the tasks to be ordered under the BPA and establish a firm-fixed price or ceiling price for individual tasks or services to be ordered. When this occurs, authorized users may place the order directly under the established BPA when the need for services arises. The schedule contractor that represents the best value and results in the lowest overall cost alternative to meet the agency's needs should be awarded the BPA.
- B. **Multiple BPAs:** When the ordering office determines multiple BPAs are needed to meet its requirements, the ordering office should determine which contractors can meet any technical qualifications before establishing the BPAs. When multiple BPAs are established, the authorized users must follow the procedures in 2.B above and then place the order with the Schedule contractor that represents the best value and results in the lowest overall cost alternative to meet the agency's needs.
 - Review BPAs periodically. Such reviews shall be conducted at least annually. The purpose of the review is to determine whether the BPA still represents the best value (considering price, special qualifications, etc.) and results in the lowest overall cost alternative to meet the agency's needs.

- 4. The ordering office should give preference to small business concerns when two or more contractors can provide the service at the same firm-fixed price or ceiling price.
- 5. When the ordering office's requirement involves both products as well as professional services, the ordering office should total the prices for the products and the firm-fixed price for the services and select the contractor that represents the greatest value in terms of meeting the agency's total needs.
- 6. The ordering office, at a minimum, should document orders by identifying the contractor the services were purchased from, the services purchased, and the amount paid. If other than a firm-fixed price order is placed, such documentation should include the basis for the determination to use a labor hour order. For agency requirements in excess of the micro-purchase threshold, the order file should document the evaluation of Schedule contractors' quotes that formed the basis for the selection of the contractor that received the order and the rationale for any trade-offs made in making the selection.

TEAM ARRANGEMENTS

CONTRACTOR TEAM ARRANGEMENTS AND FEDERAL SUPPLY SCHEDULES

In the spirit of the Federal Acquisition Streamlining Act, all Federal agencies have been encouraged to facilitate innovative contracting/acquisition approaches. FAR Part 1.102 provides Guiding Principles on the Federal Acquisition System, outlining what the System will achieve:

- ♦ Satisfy the customer (cost, quality and timeliness of delivery)
- ♦ Maximize use of commercial products and services
- ♦ Consider contractor's past performance
- ♦ Promoting competition
- ♦ Minimize administrative costs
- ♦ Conduct business with integrity, fairness and openness
- ♦ Fulfill public policy objectives

The Federal Supply Schedule program is a source that customers may use to achieve what the System has outlined for Acquisition Teams to follow.

Each member of the "Acquisition Team" is to exercise personal initiative and sound business judgment and is responsible for making acquisition decisions that deliver the best value product or service to meet the customers' needs. FAR 1.102-4 further empowers Government Team members to make acquisition decisions within their areas of responsibility including selection, negotiation and administration. The contracting officer has the authority to the maximum extent practical, to determine the applications of rules, regulations, and policies.

In light of these changes, Federal Supply Schedule customers may refer to FAR 9.6—Contractors Team Arrangements. The policy and procedures outlined in this part will provide more flexibility and allow innovative acquisition methods when using the Federal Supply Schedules. Customers are encouraged to review this section and should note this is permissible after contract award. Team Arrangements combined with the Federal Supply Schedule Program provide Federal customers a powerful commercial acquisition strategy.

BASIC GUIDELINES FOR USING "CONTRACTOR TEAM ARRANGEMENTS"

- ♦ Federal Supply Schedule contractors may use "Contractor Team Arrangements" (see FAR 9.6) to provide solutions when responding to a customer agency requirements.
- ♦ These Team Arrangements can be included under a Blanket Purchase Agreement (BPA). BPAs are permitted under all Federal Supply Schedule contracts.
- ♦ Orders under a Team Arrangement are subject to terms and conditions of the Federal Supply Schedule contract.
- ♦ Participation in a Team Arrangement is limited to Federal Supply Schedule contractors.
- ♦ Customers should refer to FAR 9.6 for specific details on Team Arrangements.

Here is a general outline on how it works:

- ♦ The customer identifies their requirements.
- ♦ Federal Supply Schedule contractors may individually meet the customers needs, or
- ♦ Federal Supply Schedule contractors may submit a Schedules "Team Solution" to meet the customer's requirement.
- ♦ Customers make a best value selection.